IN THE CLAIMS:

1.   (Currently amended) A method for receiving personal identification information by means of a ~~telecommunication device~~ telephone, the method comprising:

receiving, by the telephone, a communication transmission from a communication link; and

concurrent with receiving the communication transmission, receiving, by the telephone, a second transmission from the communication link, wherein the second transmission contains textual personal identification information about a party sending the communication transmission, and wherein the personal identification information is independent of an identity of a device used to send the communication transmission.

2.   (Original) The method according to claim 1, wherein the personal identification information includes at least one of the following:

name;

business name;

address;

telephone number;

fax number;

pager number;

email address; and

web site address.

3.   (Previously presented) The method according to claim 1, wherein the personal identification information is stored on a server and retrieved from the server for inclusion in the second transmission.

4.   (Currently amended) The method according to claim 1, wherein the personal identification information is stored, while the communication transmission is being received, in one of a server and memory on the ~~sending device~~ telephone based on a user selected preference.

5.   (Currently amended) The method according to claim 1, wherein the receiving device is one of the following:

mobile telephone;

land-line telephone; and

voicemail system;

~~PDA; and~~

~~pager~~.

6.   (Currently amended) A method for sending personal identification information by means of a ~~telecommunication device~~ telephone, the method comprising:

sending, by the telephone, a communication transmission over a communication link by a party; and

concurrent with sending the communication transmission, sending, by the telephone, a second transmission over the communication link, wherein the second transmission contains textual personal identification information about the party sending the communication transmission, and wherein the personal identification information is independent of an identity of the telecommunication device used to send the communication transmission.

7.   (Original) The method according to claim 6, wherein the personal identification information includes at least one of the following:

name;

business name;

address;

telephone number;

fax number;

pager number;

email address; and

web site address.

8. (Currently amended) The method according to claim 6, wherein the personal identification information is stored on <u>one of</u> a server <u>and the telephone based upon a user selected preference</u>.

9. (Currently amended) The method according to claim 6, wherein the communication transmission is sent using a first channel of the communication link, and the second transmission is sent using a different channel of the communication link<u>, the second transmission being sent using a frequency range outside a human audible frequency range of about 20 Hz – 15,000 Hz</u>.

10. (Currently amended) The method according to claim 6, wherein the receiving device is one of the following:

     mobile telephone;

     land-line telephone;

     ~~PDA;~~ and

     ~~pager~~ <u>voicemail system</u>.

11. (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for receiving personal identification information by means of a ~~telecommunication device~~ <u>telephone</u>, the computer program product comprising:

     instructions for receiving<u>, by the telephone,</u> a communication transmission from a communication link; and

     instructions for receiving<u>, by the telephone,</u> a second transmission from the communication link, concurrent with receiving the communication transmission, wherein the second transmission contains <u>textual</u> personal identification information about a party sending the communication transmission, and wherein the personal identification information is independent of an identity of a device used to send the communication transmission.

12.   (Original) The computer program product according to claim 11, wherein the personal identification information includes at least one of the following:

name;

business name;

address;

telephone number;

fax number;

pager number;

email address; and

web site address.

13.   (Original) The computer program product according to claim 11, wherein the personal identification information is stored on a server.

14.   (Currently amended) The computer program product according to claim 11, wherein the personal identification information is stored, while the communication transmission is being received, in one of a server and memory on the sending device telephone based on a user selected preference.

15.   (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for sending personal identification information by means of a telecommunication device telephone, the computer program product comprising:

instructions for sending, by the telephone, a communication transmission over a communication link; and

instructions for sending, by the telephone, a second transmission over the communication link, concurrent with sending the communication transmission, wherein the second transmission contains textual personal identification information about a party sending the communication transmission, and wherein the personal identification information is independent of an identity of the telecommunication device used to send the communication transmission.

16.   (Original) The computer program product according to claim 15, wherein the personal identification information includes at least one of the following:

name;

business name;

address;

telephone number;

fax number;

pager number;

email address; and

web site address.

17.   (Currently amended) The computer program product according to claim 15, wherein the personal identification information is stored on <u>one of</u> a server <u>and the telephone based upon a user selected preference</u> .

18.   (Currently amended) The computer program product according to claim 15, wherein the communication transmission is sent using a first channel of the communication link, and the second transmission is sent using a different channel of the communication link<u>, the second transmission being sent using a frequency range outside a human audible frequency range of about 20 Hz – 15,000 Hz</u>.

19.   (Currently amended) A system for receiving personal identification information by means of a telecommunication device, the system comprising:

a first receiving component <u>of the telecommunication device</u> which receives a communication transmission from a first channel of a communication link<u>, the communication transmission being within a first frequency range</u>; and

a second receiving component <u>of the telecommunication device</u> which receives a second transmission from <s>a second</s> <u>the first</u> channel of the communication link, concurrent with receiving the communication transmission, wherein the second transmission <u>is within a second frequency range different from the first frequency range and</u> contains <u>textual</u> personal identification information about a party sending the

communication transmission, and wherein the personal identification information is independent of an identity of a device used to send the communication transmission.

20. (New) The system of Claim 19, wherein the second frequency range is outside a human audible frequency range of about 20 Hz – 15,000 Hz.